

Casting & Talent

TVC - Diversity, Inclusion & Representation Working Group - DRAFT DOCUMENT

MISSION STATEMENT

Draft To Discuss

We wish to promote diverse, culturally rich and equitable casting, creating authentic stories with talent that are fully reflective of Aotearoa.

PRINCIPLES FOR AOTEAROA

Draft Principles

- Normalising diversity on screen - speaking inclusively to a true diversity of people and perspectives, rather than only targeting diversity in an attempt to tick boxes.
- Awareness of stereotypes, tokenism and marginalisation - challenging these, and seeking authentic and culturally rich representation.
- Acknowledging the distinct status of Māori as tangata whenua, and our obligations under Te Tiriti o Waitangi.
- Acknowledging that this is a continuous process that will require re-evaluation, measurement of progress, and consultation.
- Acknowledging that the Advertising Sector is also bound by industry codes - the Advertising Standards Authority (ASA) sets out the requirements for certain products - e.g. age limited products such as alcohol, gambling, and some food and beverage items. There can also be company (Client, Agency, Prod Co) policies that may be more specific or stringent than ASA codes.

Pre Casting Brief // PCB

PCB STATEMENT

Statement to include on PCBs

We wish to promote diverse, culturally rich, and equitable casting.

We will not discriminate against any Performer on any grounds including but not limited to age, gender, ethnicity, sexuality, or disability, providing the Performer has the attributes and skills appropriate for any given role. Where possible, all performers will be invited to audition for roles where ethnicity, gender, sexuality, age, culture, appearance or the presence or absence of a disability is not relevant to the role. We do acknowledge that in some limited instances a role may be defined by some of the above characteristics such as age, gender, or ethnicity. Representation matters.

Limited/Special Use PCBs - Additional Statement Example

We are seeking performers of X background due to the fact this is a TVC about (e.g.) access to healthcare for that community.

And/Or - We are seeking performers from the age of X and above, due to relevant ASA guidelines, and/or company policies.

NB: International examples of this are in the resource section.

PCB GUIDE

Statement to include on PCBs

PCB - Example Statement /
replaces recent Covid one!

DRAFT PRE-CASTING BRIEF - PCB

(From Advertising Agency to Film Company/Casting Director/Performer's Agent/Performer)

This document is a guideline only that can be amended on a job-by-job basis.

***** THIS CAMPAIGN IS STRICTLY CONFIDENTIAL AND NO DETAILS INCLUDING THE PRODUCT
NAME SHALL BE DISCLOSED TO OUTSIDE PARTIES – INCLUDING FRIENDS/FAMILY*****

Diversity, Inclusion & Representation Statement – DRAFT

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DATE of this brief:	
AGENCY:	
PRODUCER: Name/Ph/Fax/email:	
FILM COMPANY: Name/Ph/Fax/email:	
CLIENT:	
PRODUCT OR BRAND:	
DURATION/NUMBER OF TVC'S:	

Headsheets

HEADSHEET

Why are we updating headsheets to remove ethnicity & age?

- Anti-discrimination laws in Aotearoa New Zealand are very clear. Personal characteristics such as ethnicity, national origin, gender, sexual identification, political or religious beliefs, age, relationship status, and disability, are illegal or 'prohibited grounds' for discrimination. Casting needs to be in line with these laws.
- Unless there is a genuine reason to identify age or ethnicity, such as a government project, or a legal reason, e.g. alcohol advertising, we are removing them to avoid instances of unconscious bias.
- If we need to look at authenticity of a family (e.g. children to match other family), we will be able to look at this at the shortlist stage.
- Decisions around casting shouldn't be made around ethnicity or ticking boxes as true diversity is only possible when you remove the unconscious bias of those who are involved in the process.
- Bringing Aotearoa New Zealand in line with international standards, and with other sectors of our industry - eg film and television.

HEADSHEET GUIDE

Detail

Key Proposed Changes for Aotearoa (already actioned for NZ Film Industry headsheets):

- Ethnicity will be removed from casting forms for Adults & Minors.
- Age will also be removed from casting forms for adults.
- A “Headsheet for Minors” - for use when casting under 18 years of age, for working hours and conditions.
- A “Limited Use Headsheet” Adults - this will include ethnicity & age for the following reasons:
 - Age- it is for a product that is age limited, e.g. alcohol & gambling, OR, a public service campaign that is age specific - e.g. vaccinations for older people.
 - Ethnicity- may be needed for limited reasons; e.g. the job is legitimately aimed at a specific audience (i.e. a public service campaign aimed at a specific community).

HEADSHEET EXAMPLE

Proposed Headsheet - No Ethnicity /Age

List No _____ Role _____

Project _____

First Name _____

Last Name _____

Agent _____

Home Phone _____

Mobile _____

Email _____

Location _____

Eye Colour _____ Hair Colour _____

Pronouns _____

IMPORTANT FOR WARDROBE

Height (cm) _____ Chest (cm) _____

Waist (cm) _____ Hips (cm) _____

Jeans/Pants Size _____ Shirt/Top Size _____

Shoe Size _____ Dress/Suit Size _____

JOB

CASTING FORM

LIMITED USE HEADSHEET

Proposed “Limited use” Headsheet

List No _____ Role _____

Project _____

Draft Example –
This campaign is for Te Whatu Ora / Health New Zealand and is aimed at increasing awareness of dental health amongst the Asian primary school age population in Aotearoa, so we are looking for a broad range of children from that community.

First Name _____

Last Name _____

Agent _____

Home Phone _____

Mobile _____

Email _____

Location _____

Ethnicity _____

D.O.B _____ Age _____

Eye Colour _____ Hair Colour _____

Pronouns _____

JOB

CASTING FORM

Representation

REPRESENTATION GUIDE

WATCH OUT WORDS - RESOURCE

*We would like to adapt this
resource for Aotearoa*

April 2023

WOW

A APPROPRIATION The adoption of elements of one culture by members of another – especially by those who have not previously valued the culture from which they are acquiring – often resulting in trivializing something of importance (also referred to as misappropriation or co-opting)	D DEROIT/SAVIOUR EFFECT When a dominant or privileged group/person provides help to a minority or marginalized group/person in a manner that perpetuates the erroneous perception that there is something wrong with the group/person receiving the help, an inherent deficit, that needs “fixing.” This often results in the privileged coming across as self-serving or being lauded as hero/savior, thereby obscuring or exacerbating the real issue or systemic barrier that required attention in the first place	M MARGINALIZATION The portrayal or treatment of a person, group or culture as insignificant, inferior or peripheral	STEREOTYPES Images that perpetuate widely held but fixed, overgeneralized beliefs about a specific category of people that are assumed true for each individual person in the category. Stereotypes aren’t justified by the available evidence, and they can persist despite the fact that the statistical realities they were once based on have changed
C COLORISM Prejudice or preferential treatment based on the perceived social meanings attached to skin color tones among same-race people	DEHUMANIZATION The stripping of a person or group of people of positive human qualities	MOCKERY The use of exaggerated caricatures of people, groups or cultures in improbable, absurd or foolish situations, often designed to provoke laughter or disdain (blackface and brownface are forms of mockery)	SUPREMACY The idea that a particular race is inherently superior to all others in authority, power or status
CONTEXTUALIZATION Fully understanding the environment, circumstance or setting in which an idea or execution will exist so that it is placed appropriately and is properly considered as intended	H HISTORICAL WHITEWASHING OR BLINDNESS Deliberately (or not) concealing or glossing over unpleasant or incriminating historical facts	O OBJECTIFICATION The act of treating someone as – or degrading them to the status of – a mere object	T TOKENISM The cursory, superficial or symbolic attempt to have representation from an underrepresented group in order to give the appearance of equality or fairness without actually achieving it
		S SIMIANIZATION Representing or referring to a racial or ethnic group as apes or monkeys	Link?
		SOCIAL TONE-DEAFNESS The unawareness or lack of concern about what’s happening around you regarding social cues, nuances and norms resulting in insensitive or harmful comments, actions, depictions, etc.	

WATCH OUT WORDS

FCB

Resources

PCB RESOURCE

Example Statement to include on the PCB / Pre Casting Brief

Example from UK based 'Black Representation in Marketing (BRiM)' Resources ([LINK](#))

We ask that all Casting Directors include options that fall within some or all of these underrepresented categories: racial and ethnic minorities, women, LGBTQ and/or non-binary, and people with disabilities. Inclusion and diversity are core to our corporate values, and we ask that you ensure all agents understand the importance of this when communicating on our behalf. As our vendor, you are a reflection of us and these values, and we expect that this will be treated sensitively and with the utmost respect for all people.

Example from Warner Brothers (Worldwide)

Warner Bros. is committed to providing equal employment opportunity and prohibits all forms of unlawful discrimination and harassment based upon ages 40 or over, ancestry, colour, gender, gender expression, gender identity, genetic information, marital status, medical condition, mental or physical disability, military and veteran status, national origin, pregnancy, race, religion, sex, including breastfeeding or medical condition relating to breastfeeding, sexual orientation, or any other basis protected by law.

HEADSHEET RESOURCE

Casting Headsheet

[Example from UK-based Actors Equity \(LINK\)](#)

Performers must not be asked for personal information, verbally or in writing prior to or during the audition process. This includes but is not limited to address, personal phone numbers, ethnicity, gender or sexual orientation and age except where actual age can and must be identified when casting children and in relation to casting for age restricted products in advertising.

FURTHER RESOURCES

Resources/ Further Reading

[Beings.co](#) Casting directory of Aotearoa's POC, Rainbow and Disabled talent.

[All is for All](#) Disability owned, run and led consultancy, communications & talent agency from Aotearoa.

[BRiM / a cross-industry initiative](#) created to improve the representation of Black people in marketing - Framework

[Language guide](#) around casting and diversity

[Diversity Training NZ](#)